

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-5, 23, 24 and 30 and ADD new claims 31-36 in accordance with the following:

1. (CURRENTLY AMENDED) An information decision computing apparatus for marketing a particular promotion product responsive to inputting information identifying the particular promotion product, comprising:

a replacement product finder unit finding previously purchased products that are suitable to be replaced by the particular promotion product based on product specification information specifying the particular promotion product, where the products suitable to be replaced are found by comparing the specification information of the particular promotion product to specification information of previously purchased products;

a target customer finder unit searching for target customers based on their having previously purchased the products suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the products suitable to be replaced;

a transaction tendencies analyzer unit determining transaction tendencies of the target customers by analyzing the transaction histories with respect to the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers tended to purchase; and

a determining unit determining at least one product description that individually fits a ~~product description~~ to the transaction tendencies of each of the target customers determined by the transaction tendencies analyzer unit by selecting a-said at least one product description, from among a plurality of different product descriptions, each different product description having different product description content that corresponds to respective transaction tendencies of the target customers; and

where information decision computing apparatus uses the individually fitted product descriptions so as to individually inform the target customers of the particular promoting product, whereby the same particular promotion product is promoted to the target customers using the

different customer-specific product descriptions using the information decision computing apparatus.

2. (CURRENTLY AMENDED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer unit further comprises a transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in the transaction history of the target customer.

3. (CURRENTLY AMENDED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer unit further comprises:

a product type conversion table that converts a product type into at least one transaction tendency of the target customer, where said product type conversion table is recorded in a recording medium; and

a transaction tendencies determiner that determines at least one transaction tendency of the target customer by converting at least one product type listed in the transaction history of the target customer by using the product type conversion table.

4. (CURRENTLY AMENDED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer unit further comprises a transaction tendencies determiner that determines at least one of the target customer transaction tendency in accordance with at least one product rank listed in the transaction history of the target customer.

5. (CURRENTLY AMENDED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer unit further comprises;

a product rank conversion table that converts a product rank into at least one transaction tendency of the target customer, and said product rank and conversion table are recorded in a recording medium; and

a transaction tendencies determiner that determines at least one product rank listed in the transaction history of the target customer by using the product rank conversion table.

6. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said determiner further comprises:

a first transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

a second transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer; and

said determiner decides on product introduction information that fits the tendencies of the target customer based on the transaction tendencies of the target customer decided by the first transaction tendencies decision part and the second transaction tendencies decision part.

7. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote, to the target customer, new products that fit the tendencies of the target customer.

8. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote, to the target customer, used products that fit the tendencies of the target customer.

9-22. (CANCELLED)

23. (CURRENTLY AMENDED) An information decision computing apparatus, comprising:

a target customer finder unit finding target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity, the finding based on identifying the promoting commodity;

a transaction tendencies analyzer unit determining individual transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of commodities that the target customers have tended to purchase;

a storage unit having a tendency matrix table that categorizes the transaction tendencies into at least two categories and indicating different commodity description information by a combination of the transaction tendencies, where the two categories comprise a speed

purchasing tendency and a system type purchasing tendency; and

an information decision unit deciding on the commodity description information for the target customers by referring to the tendency matrix table based on the individual transaction tendencies of the target customers, where the information decision computing apparatus causes the commodity description information to be sent to the target customers.

24. (CURRENTLY AMENDED) A computer-implemented method of information decision causing a computer to perform operations, comprising:

finding a commodity suitable to be replaced by a promoting commodity based on commodity specification information specifying a promoting commodity, where the commodity to be replaced is found by comparing the specification information of the promoting commodity to specification information of previously purchased commodity using the computer;

finding a target customer who purchased the commodity suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the commodity suitable to be replaced;

determining transaction tendencies of the target customer by analyzing the transaction histories with respect to the target customer, where the determined transaction tendencies reflect common general properties of commodities that the target customer has tended to purchase;

custom fitting a commodity description to the transaction tendencies of the target customer by selecting, from among a plurality of commodity descriptions, the commodity description having content that corresponds to the transaction tendencies of the target customer; and

sending the custom commodity description information to the target customer when promoting the promoting commodity to the target customer.

25-29. (CANCELLED)

30. (CURRENTLY AMENDED) A computer-implemented method, comprising:
~~based on a specific promotion production~~, automatically determining different purchasing tendencies of different customers by analyzing transaction histories of the customers based on a specific promotion production;

automatically obtaining different product descriptions for different determined purchasing tendencies, where each different product description includes different product description

information corresponding to its respective purchasing tendency, and where a product description is obtained based on its correspondence to the respective purchasing tendency; and promoting the same specific promotion product to at least some of the target customers using the different selected product descriptions, whereby at least some of the target customers receive different product description information in relation to the same promotion product.

31. (NEW) An information decision computing apparatus, comprising:

- a customer information recording area recording customer information indicating purchase information including a product type and a product rank, the purchase information concerning a product which a customer purchased, by corresponding to purchase information concerning the customer;

- a product type conversion information recording area recording product type conversion information in which the product type corresponds to a first purchasing trend information indicating a first purchasing trend of the customer;

- a product rank conversion information recording area recording a product rank conversion information in which the product rank corresponds to second purchasing trend information indicating a second purchasing trend of the customer;

- an introduction sentence information recording area recording introduction sentence information corresponding to a combination of the first purchasing information and the second purchasing information corresponds to an introduction sentence concerning a promotion product;

- a purchasing trend analyzing part including a first conversion part converting the product type into the first purchasing trend information by searching in the product type conversion information area by using the product type of the product which the customer purchased and obtaining the first purchasing trend information corresponding to the product type, and a second conversion part converting the product rank into the second purchasing trend information by searching in the product rank conversion information area by using the product rank of the product which the customer purchased and obtaining the second purchasing trend information corresponding to the product rank, whereby purchasing trends of the customer are analyzed; and

- an introduction sentence determining part searching in the introduction sentence information recording area by using the combination of the first purchasing information and the second purchasing information converted by the purchasing trend analyzing part, and providing

at least one introduction sentence from the introduction sentence information corresponding to the combination.

32. (NEW) The information decision computing apparatus as claimed in claim 31, further comprising:

a product registration information recording area recording product registration information for managing registration information corresponding to product identification information for each product;

a replacement subject product searching part searching for the registration information indicating a product having lower performance than the promotion product in the product registration information recording area; and

a customer searching part determining the product specified in the product identification information in the product registration information searched by the replacement subject product searching part as a replacement subject product, and searching for the customer who purchased the replacement subject product by searching for the product identification information of the replacement subject product from the customer information by obtaining the customer information from the customer information recording area.

33. (NEW) The information decision computing apparatus as claimed in claim 31, wherein the at least one introduction sentence read out for the promotion product indicates information a manufacturer's own product.

34. (NEW) The information decision computing apparatus as claimed in claim 31, wherein the at least one introduction sentence read out for the promotion product indicates information a collected used product.

35. (NEW) A method of marketing products, comprising:
analyzing purchase history information of customers with respect to a first product;
identifying customers who are likely to purchase a second product replacing the first product based on the analysis; and
presenting individualized information to the identified customers including an introductory sentence indicating a corresponding interest of each of the customers in the second product using a result of the analysis.

36. (NEW) A method for marketing products, comprising:
generating an introductory sentence describing a product to correspond to a transaction tendency of each customer determined from a purchase history of each customer; and
providing promotional information for the product including the introductory sentence to at least one customer, where the introductory sentence is identical to a purchase trend indicated in the purchase history of each customer.